

# American NEWSPAPER DIRECTORY

Twelfth Annual Volume.

One Thousand and Forty-four Pages.

PRICE, FIVE DOLLARS.

This work is the recognized source of information on the Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians, and the Departments of the Government rely upon its statements as the only recognized authority.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, or Character.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

Also contains many valuable tables and classifications.

GEO. P. ROWELL & CO., Publishers.

## CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

*Continued from Third Page.*

the business relations of the publishers with the various papers, will not be questioned by any unprejudiced examiner. This work is intended to be the best and the most important question to such concerning any newspaper is the extent of its circulation. In attempting to give this information the Editor of the DIRECTORY has spared no pains or effort. The aim of the work is to make it a class work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulation of their papers. It is the aim and necessity of the DIRECTORY to give the truth instead of the result of this different method of operation is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have been exposed by the Editor of the DIRECTORY. The aim of the work is to correct the class upon the corrections of the DIRECTORY has, however, been unsuccessful in affecting general confidence in the character of the work. The AMERICAN NEWSPAPER DIRECTORY is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country—Chicago Daily News, August, 1880.

In without doubt the most reliable of the kind ever given to the public. The purpose of the publishers is to provide advertisers with a handbook to which they can refer for exact and reliable information regarding newspapers with which they may contaminate any business. How often do we hear of the editor of a newspaper practically shape the idea of a directory of this kind. Each year they have improved and enlarged upon their work, until at the present number they seem to have reached the limit of what is possible. As it is now, however, it is no question that the most complete has always been that of Rowell & Co.

We believe the newspapers in real value and actual circulation, are the right guides to Rowell & Co.'s efforts to give the actual circulation of the papers, and if a newspaper abuses them, set it down as pretty certain that their circulation is put down lower than they are in the comparative values of the different publications. The best work of the kind published—Kinney (Kan.) Republic.

The DIRECTORY stands without an equal—Parkersburg (W. Va.) Journal.

As a directory it has no equal.—Saal St. Marie (Ont.) Post.

It is, we think, the best—Backville (N. J.) Transcript.

September, 1880.

Its best we have seen, and is complete in every respect.—Opelika (Ala.) Locomotive, Aug. 12, 1880.

The best that Rowell & anybody else has ever yet published—Woburn (Mass.) Standard, Aug. 18, 1880.

The best—The Alton (Ill.) Journal, has never seen.—Franklin Grove (Iowa) Enterprise, Aug. 13, 1880.

The best Newspaper Directory we have ever seen—Taylorsville (Tenn.) Phonograph, August, 1880.

We do not know of any other paper ever issued.—Ottawa (Ont.) Star, Sept. 30, 1880.

Is clear ahead of any other work of similar character.—Santa Fe (N. M.) Courier, Aug. 10, 1880.

It is the very best publication of the kind we have ever seen.—Ottawa (Ont.) Star, Sept. 30, 1880.

It is far ahead of anything yet given to the public.—Hudson (N. Y.) Republican, Aug. 9, 1880.

A most useful and valuable work, compiled with great care and labor.—Richmond (Va.) Planter and Farmer, Aug. 10, 1880.

The best book of the kind we have yet seen.—Taylorsville (Tenn.) Phonograph, August, 1880.

The best of the kind we have yet seen.—Taylorsville (Tenn.) Phonograph, August, 1880.

The best of the kind ever issued.—Franklin (Mass.) Standard, Aug. 20, 1880.

The best of the kind ever issued.—Washington (D. C.) Evening Star, Aug. 13, 1880.

The best of the kind ever issued.—Newark (Del.) Journal, Aug. 13, 1880.

The best of the kind ever issued.—Somerville (Mass.) Journal, Aug. 14, 1880.

A work more useful to advertisers and newspapermen than has ever been compiled.—Pittsburgh (Pa.) Chronicle, Aug. 13, 1880.

The advertising public invariably consults Rowell's DIRECTORY.—Louisburg (Kan.) Border Chief, September, 1880.

It is the most useful work of the kind we have ever seen.—Ottawa (Ont.) Star, Sept. 30, 1880.

It is far ahead of anything else we have ever seen.—Franklin Grove (Iowa) Enterprise, Aug. 13, 1880.

It is the best work of the kind we have yet seen.—Taylorsville (Tenn.) Phonograph, August, 1880.

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